MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

TKM3151 – KNOWLEDGE MANAGEMENT

(All sections / Groups)

26 MAY 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 printed pages with 5 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

KM-Knowledge Management

Question 1

(a) Read the article below. Briefly give one example of *data*, *information* and *knowledge* respectively from the article. Justify your answer.

> Studies have shown that children's technology use has greatly increased over the past two decades. As of 2015, children as young as one year of age are using technology, such as tablets, iPhones, and computers. Although these devices can be a good learning tool as it teaches children how to use these technologies, it can also harm them in various ways. Researchers have found that the use of these devices can cause or contribute to child obesity because children spend so much time on their devices. It is also common for these children suffer pain because they are looking at their screens for long period of time. Moreover, children in the future may experience having poorer muscle tone because of being hunched over while using the devices. With increased time spent in front of the screen, children spend less time playing sports, exercising or participating in other activities, such as reading or engaging with other children. This is not only having a physical effect, but it also is affecting the children's social development. Face-to-face interactions are highly crucial in a child's development so that they can learn social and communication skills but increased technology time limits this and can impede learning. The time spent on screen can make young children suffer by affecting their learning abilities in a detrimental way. Children can learn and retain information better in person than from a screen between the ages of 12–18 months. A specific term called "video deficit" occurs when an infant learns better from a live presentation than from a video presentation. There has been multiple studies that showed children between the ages of 12–36 months who learn how to imitate and solve problems more adequately when they observe an in person demonstration versus when watching it from a video screen. Because of the technological age that children are growing up in, this is becoming an increasing problem due to its accessibility to children.
>
> ~ Adopted from Wikipedia

(6 marks)

(b) Parsaye outlined three approaches to (tacit) knowledge acquisition which have to be used simultaneously for optimal result. These are (i) interviewing experts, (ii) learning by being told, and (iii) learning by observation. Explain in detail the approaches of *learning by being told* and *learning by observation*.

(4 marks)

Continued .....

Question 2

(a) There are five processes in the Zack and Meyer KM Life Cycle. Briefly explain the five processes.

(5 marks)

(b) Von Krogh and Roos adopt the connectionist approach. In their organizational epistemology KM model, knowledge resides both in the individuals of an organization and, at the social level, in the relations between the individuals. Knowledge is said to be "embodied"; that is, "everything known is known by somebody" (von Krogh and Roos, 1995). Unlike cognitivism, which views knowledge as an abstract entity, connectionism maintains that there can be no knowledge without a knower. This notion fits nicely with the concept of tacit knowledge, which is very difficult to abstract out of someone and is made more concrete. It also reinforces the strong need to maintain links between knowledge objects and those who are knowledgeable about them—authors, subject matter experts, and experienced users who have applied the knowledge both successfully and unsuccessfully. Provide the five important relationship factors that lead to successful organizational KM as posited by von Brogh and Roos.

(5 marks)

Question 3

(a) List five categories of tools for sharing knowledge and briefly explain how each tool functions to effectively share knowledge.

(5 marks)

(b) What are the three necessary skills required for a KM team?

(3 marks)

(c) What are two factors affecting individual reuse of knowledge?

(2 marks)

Continued .....

Question 4

(a) Fill in the a1, a2, a3 and a4 with the correct answers.

	Purpose	Membership	Glue	Duration
Community of Practice	(a1)	(a2)	(a3)	(a4)
Work Group	Deliver product	All under manager	Job & common goal	Until restructured
Project Team	Accomplish specific task	Assigned or selected	Project milestones and goal	Project completed
Informal networks	Pass on business information	Friends & business acquaintances	Mutual need	As long as reason exists

(4 marks)

(b) The KM strategic roadmap provides answers for six questions relevant to an organisation's plan for the next three to five years. What are the six questions a KM strategic roadmap are answering to?

(6 marks)

Question 5

(a) A classroom like TKM3151 is a system. Identify the five essential system components in classroom setting.

(5 marks)

(b) Peter Senge listed seven organization learning disabilities that prevent the emergence of learning organisation. Give one example each to describe five of the learning disabilities.

(5 marks)

End of Page